

Small Packages Will Mean Big Profits for Senegalese Seafood Company



After 30 years in the seafood business, Faycal Sharara knows an opportunity when he sees one – and a big one is now beckoning from the United States. The owner of Senegal’s Pecheries Frigorifiques started packaging tuna in vacuum-sealed pouches, which are lighter and more hygienic than cans, in 2002 for European supermarkets. Vacuum-sealed pouched tuna also happens to be one of more than 6,400 items eligible for duty-free export to the United States under the African Growth and Opportunity Act (AGOA). Sharara’s daughter, Sonia, took several samples of the company’s pouched tuna to the International Boston Seafood Show in March. Now negotiations are underway for a minimum 200,000-pouch order to the United States via a broker she met at the show. “AGOA gives us the duty-free status,” Sonia Sharara said. “Senegal and Pecheries Frigorifiques can benefit from that big competitive advantage.”